

ESTTA Tracking number: **ESTTA322770**

Filing date: **12/17/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

| | |
|---------------------------|---|
| Proceeding | 91180232 |
| Party | Defendant SM Productions |
| Correspondence Address | SM Productions 151 1st Ave, Suite 176 New York, NY 10003 UNITED STATES den7mr@aol.com |
| Submission | Appearance of Counsel/Power of Attorney |
| Filer's Name | Mark S. Kaufman |
| Filer's e-mail | kaufman@kaufmankahn.com |
| Signature | /Mark S. Kaufman/ |
| Date | 12/17/2009 |
| Attachments | Appointment of Attorney (with declaration of service).pdf (4 pages)(303212 bytes) |

We have received your Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative form below.

Application serial number(s) 78697224 has/have been amended as follows:

PTO Form 2196 (Rev 9/2005)

OME No. 0651-0255 (Exp 09/30/2011)

| Input Field | Entered |
|------------------------|---|
| SERIAL NUMBER | 78697224 |
| LAW OFFICE ASSIGNED | LAW OFFICE 117 |
| MARK SECTION | |
| MARK | NEW KIDS ON THE BLOCK |
| ATTORNEY SECTION | |
| ORIGINAL ADDRESS | SM PRODUCTIONS 151 1ST AVE, SUITE 176 NEW YORK, NY 10003 917-215-6552 |
| CORRESPONDENCE SECTION | |
| ORIGINAL ADDRESS | SM PRODUCTIONS 151 1ST AVE, SUITE 176 NEW YORK, NY 10003 917-215-6552 |
| NEW ATTORNEY ADDRESS | |
| STATEMENT TEXT | By submission of this request, the undersigned hereby APPOINTS the following new attorney. |
| NAME | Mark S. Kaufman |
| FIRM NAME | Kaufman & Kahn, LLP |
| INTERNAL ADDRESS | 32nd Floor |
| STREET | 747 Third Avenue |
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 10017 |
| PHONE | 212-293-5556 |

| | |
|---|---|
| FAX | 212-355-5009 |
| EMAIL | kaufman@kaufmankahn.com |
| ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| NEW CORRESPONDENCE ADDRESS | |
| NAME | Mark S. Kaufman |
| FIRM NAME | Kaufman & Kahn, LLP |
| INTERNAL ADDRESS | 32nd Floor |
| STREET | 747 Third Avenue |
| CITY | New York |
| STATE | New York |
| COUNTRY | United States |
| POSTAL/ZIP CODE | 10017 |
| PHONE | 212-293-5556 |
| FAX | 212-355-5009 |
| EMAIL | kaufman@kaufmankahn.com |
| AUTHORIZED TO COMMUNICATE VIA E-MAIL | YES |
| SIGNATURE SECTION | |
| SIGNATURE | /Denny Marte/ |
| SIGNATORY NAME | Denny Marte |
| SIGNATORY DATE | 12/17/2009 |
| SIGNATORY POSITION | Partner |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Dec 17 18:34:36 EST 2009 |
| TEAS STAMP | USPTO/RAA-74.8.237.126-20 091217183436305837-786972 24-460ec97cad0eaaa7552214 39314c87da495-N/A-N/A-200 91217163526002177 |

Thank you,

The TEAS support team

Thu Dec 17 18:34:36 EST 2009

STAMP: USPTO/RAA-74.8.237.126-20091217183436305837-78697224-

460ec97cad0eaaa755221439314c87da495-N/A-N/A-20091217163526002177

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

| | |
|---------------------|-----------------------|
| ----- | x: |
| NKOTB, Inc.P | : |
| | Opposition Proceeding |
| Plaintiff-Opposer, | No. 91180232 |
| | : |
| -- against -- | Mark: NEW KIDS ON THE |
| | BLOCK |
| SM Productions, | Serial No. 78697224 |
| | : |
| Defendant-Applicant | : |
| ----- | x |

DECLARATION OF SERVICE

Mark S. Kaufman declares the following to be true under the penalties of perjury of the laws of the United States of America:

That on the 17th day of December, 2009, declarant served the within REVOCATION OF ATTORNEY AND/OR APPOINTMENT OF ATTORNEY upon

Peter Rosenthal, Esq.
and Justin Leitner, Esq.
Roberts Ritholz Levy Sanders
Chidekel & Fields LLP
235 Park Avenue South - 3rd Floor
New York, NY 10003

attorneys for NKOTB, INC., plaintiff-opposer in the above-captioned lawsuit, at the addresses designated by said attorneys for such purpose, by causing the same to be served by depositing a true copy of same enclosed in a postage paid properly addressed wrapper, in an official depository under the exclusive care and custody of the U.S. Postal Service within the State of New York.

Dated: New York, New York
December 17, 2009



Mark S. Kaufman